



BACKGROUNDER ON STATE OF WISCONSIN'S TRANSITIONING VETERANS ATTRACTION CAMPAIGN

Overview

- With more people employed in Wisconsin than ever before, it is increasingly important to attract and retain highly skilled workers. That is why Governor Walker proposed and the Legislature approved legislation that provides \$6.8 million for a national marketing campaign aimed at attracting and retaining workers.
- The campaign is leveraging the resources and missions of the Wisconsin Department of Workforce Development (DWD), the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Department of Veterans Affairs (DVA) and the Wisconsin Department of Tourism under the unified platform designed to promote the state's business, career and lifestyle attributes: **Think-Make-Happen In Wisconsin.**[®]

The initiative comprises an integrated marketing strategy targeting three specific audiences:

- Midwestern millennials
 - Wisconsin college and university alumni
 - Military personnel and spouses who are transitioning to civilian life
- The state launched the alumni component of this campaign in June and is now launching the transitioning military personnel component. The Midwestern millennial component is an expansion of a campaign in FY18 that targeted millennials in Chicago. That campaign is being expanded to other markets and will be launched this fall.

Details on the campaign

- The transitioning veteran component of this talent attraction initiative promotes Wisconsin as an ideal career and lifestyle destination for veterans and their families. This will be done through a national campaign directed specifically at military personnel and their spouses as they prepare to leave active duty, raising awareness of the career and lifestyle opportunities Wisconsin offers, as well as the generous veterans' programs, benefits and services available here to help veterans succeed.





- The goal is to reach the 200,000 to 250,000 military service members across the nation who transition out of active duty and into civilian life every year.
- This marks the first time the State of Wisconsin has launched a comprehensive talent attraction campaign aimed at military personnel and their spouses.

The \$1.9 million campaign, which is launching Aug. 27, includes the following components:

- Engaging with transitioning service members and their spouses face-to-face at 16 Hiring our Heroes transition summits on military installations throughout the United States and abroad to raise awareness of what they can accomplish in Wisconsin. A team of brand ambassadors for the State of Wisconsin will attend the Camp Pendleton, California, transition summit the week of Aug. 27-30. Wisconsin is once again leading the way nationally with the collaborative effort between WEDC, DWD, DVA and Wisconsin employers to partner with Hiring our Heroes in an effort to take our Wisconsin story and tell it to those service members and spouses across the country before they transition into civilian life.
- Engaging with spouses of transitioning veterans by participating in spouse symposiums, roundtables, networking events and similar opportunities around the country. Military spouses are heavily involved in post-military decisions and bring unique and valuable skills to the workplace.

A \$325,000 paid media campaign that will run through June 30, 2019, that includes the following:

- Print ads in GI Jobs and Military Spouse publications
- Online display ads on websites targeting transitioning veterans and their spouses, including: **GIJobs.com, MilitarySpouse.com and Rebootcamp.com**
- Monthly email blasts to the mailing lists of **GIJobs.com, MilitarySpouse.com and RallyPoint**
- Social media posts targeting transitioning military personnel on **RallyPoint**
- Geo-targeted digital ads focusing on the bases being visited by the Wisconsin delegation as well as additional bases nationwide. These ads will appear on apps and websites within a custom boundary drawn around selected bases.

- Additional videos that capture Wisconsin's key messaging pillars — careers, education, family, housing, community and quality of life — that will be aimed at transitioning veterans and their spouses on a variety of platforms.
- A new blog targeting transitioning veterans and their spouses, with plans to publish three entries per month.

“Choosing Wisconsin was a perfect fit for our company and part of it was the people that live in the great state of Wisconsin.”

~Larry Klen, Sparta

- A new, content-rich veterans' website section at InWisconsin.com/veterans, where transitioning veterans can explore both career and lifestyle opportunities in the state. The page includes a job search and home search tools. This section will soon incorporate information and functionality from DWD's **WiscJobsForVets.com** site, including a military occupation code (MOS) search bar that gives veterans and those exiting service the ability to seek out jobs that fit the skills they learned in the military.
- Talent attraction promotional materials targeting veterans distributed by the Wisconsin Department of Tourism in Welcome Centers, military history museums and other attractions catering to veterans.
- Promoting Wisconsin as a travel destination for veterans, focusing on opportunities such as free/discounted state parks passes and hunting/fishing permits, military and veterans' events, and barrier-free travel.
- Expanding DVA's existing concierge service to Wisconsin military veterans to include transitioning service members throughout the country looking for the best place to pursue their post-military ambitions.



TENTATIVE SCHEDULE OF TRANSITIONING VETERANS EVENTS DATES LOCATION

Aug. 29-30	Camp Pendleton Marine Corps Base, California	Feb. 26	Okinawa, Japan
Sept. 25-26	Joint Base Lewis-McChord, Washington	Feb. 28	Yokosuka, Japan
Sept. 27	Naval Air Station Whidbey Island, Washington	March 25-26	Bavaria, Germany
Oct. 2-3	Camp Lejeune Marine Corps Base, North Carolina	March 28-29	Kaiserslautern, Germany
Oct. 15-17	Schofield Barracks (Army), Hawaii	May 8-9	Fort Leonard Wood (Army), Missouri
Oct. 18	Joint Base Pearl Harbor-Hickam, Hawaii	May 15-16	Fort Bliss (Army), Texas
Oct. 19	Marine Corps Base, Hawaii	June 19-20	Fort Gordon (Army), Georgia